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## What Is Claimed Is:

- 1. A method for automatically selecting a rendering intent, comprising:
- identifying a device color profile associated with a device; and automatically selecting a rendering intent based on the transform defined by the device color profile.
- 2. The method of claim 1, wherein the device is a device to be emulated.
  - 3. The method of claim 2, wherein the device is a printing press.
  - 4. The method of claim 3, further comprising: receiving a selection indicative of the device color profile.
- 5. The method of claim 2, further comprising:

  determining a minimum luminance the printing press can produce; and
  selecting one of a plurality of rendering intents based on a comparison of
  the minimum luminance to one or more predefined thresholds.
  - 6. The method of claim 5, wherein the selecting step comprises: selecting a first rendering intent when the minimum luminance exceeds a predefined threshold; and selecting a second rendering intent otherwise.
  - 7. The method of claim 6, wherein: selecting a first rendering intent includes selecting a perceptual rendering intent; and

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selecting a second rendering intent includes selecting a colorimetric rendering intent.

8. The method of claim 7, further comprising: receiving input data from a graphic arts application; generating output data using the input data and the selected rendering intent; and

sending the output data to a proofing printer.

- 9. The method of claim 6, wherein selecting a first rendering intent includes selecting a composite rendering intent.
  - 10. The method of claim 6, wherein selecting a second rendering intent includes selecting a composite rendering intent.

11. The method of claim 2, further comprising: identifying an emulation device color profile associated with an emulation device;

wherein the selecting step further comprises selecting a rendering intent based on the emulation device color profile.

- 12. The method of claim 11, wherein the device is a device to be emulated and the emulation device is a device to generate the output of the emulation.
- 13. The method of claim 12, wherein the device is a printing press and the emulation device is a proofing printer, the method further comprising: receiving a selection indicative of the printing press color profile; and receiving a selection indicative of the proofing printer color profile.

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## 14. The method of claim 13, further comprising:

selecting a first rendering intent when the difference between a minimum luminance the printing press can produce and a minimum luminance the proofing printer can produce exceeds a predefined value; and

selecting a second rendering intent otherwise.

## 15. The method of claim 14, wherein:

selecting a first rendering-intent includes selecting a perceptual rendering intent; and

selecting a second rendering intent includes selecting a colorimetric rendering intent.

- 16. The method of claim 14, wherein selecting a first rendering intent includes selecting a composite rendering intent.
- 17. The method of claim 14, wherein selecting a second rendering intent includes selecting a composite rendering intent.
- 18. The method of claim 13, further comprising:
  selecting a first rendering intent when a color gamut of the printing press is
  substantially contained within a color gamut of the proofing printer; and
  - 19. The method of claim 18, wherein:

selecting a second rendering intent otherwise.

selecting a first rendering intent includes selecting a perceptual rendering intent; and

selecting a second rendering intent includes selecting a colorimetric rendering intent.

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- 20. The method of claim 18, wherein selecting a first rendering intent includes selecting a composite rendering intent.
- The method of claim 18, wherein selecting a second rendering
  intent includes selecting a composite rendering intent.
  - 22. An apparatus for automatically selecting a rendering intent, comprising:

means for identifying a device color profile associated with a device; and a rendering engine configured to automatically select a rendering intent based on the transform defined by the device color profile.

- 23. The apparatus of claim 22, wherein the device is a device to be emulated.
  - 24. The apparatus of claim 23, wherein the device is a printing press.
- 25. The apparatus of claim 24, wherein the means for identifying comprises:
- means for receiving a selection indicative of the device color profile.
  - 26. The apparatus of claim 23, further comprising:
    means for determining a minimum luminance the printing press can
    produce; and
  - means for selecting one of a plurality of rendering intents based on a comparison of the minimum luminance to one or more predefined thresholds.
    - 27. The apparatus of claim 26, wherein the means for selecting comprises:



means for selecting a first rendering intent when the minimum luminance exceeds a predefined threshold; and

means for selecting a second rendering intent otherwise.

5 28. The apparatus of claim 27, wherein:

the means for selecting a first rendering intent includes means for selecting a perceptual rendering intent; and

the means for selecting a second rendering intent includes means for selecting a colorimetric rendering intent.

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29. The apparatus of claim 28, further comprising:
means for receiving input data from a graphic arts application;
means for generating output data using the input data and a selected
rendering intent; and

means for sending the output data to the proofing printer.

- 30. The apparatus of claim 27, wherein the means for selecting a first rendering intent includes means for selecting a composite rendering intent.
- 20 31. The apparatus of claim 27, wherein the means for selecting a second rendering intent includes means for selecting a composite rendering intent.
  - 32. The apparatus of claim 23, further comprising:
    means for identifying an emulation device color profile associated with an
    emulation device;

wherein the means for selecting further comprises means for selecting a rendering intent based on the emulation device color profile.

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- 33. The apparatus of claim 32, wherein the device is a device to be emulated and the emulation device is a device to generate the output of the emulation.
- 5 34. The apparatus of claim 33, wherein the device is a printing press and the emulation device is a proofing printer, the apparatus further comprising: means for receiving a selection indicative of the printing press color profile; and

means for receiving a selection indicative of the proofing printer color profile.

35. The apparatus of claim 34, further comprising:

means for selecting a first rendering intent when the difference between a

minimum luminance the printing press can produce and a minimum luminance the

proofing printer can produce exceeds a predefined value; and

means for selecting a second rendering intent otherwise.

36. The apparatus of claim 35, wherein:

the means for selecting a first rendering intent includes means for selecting a perceptual rendering intent; and

the means for selecting a second rendering intent includes means for selecting a colorimetric rendering intent.

- 37. The apparatus of claim 35, wherein the means for selecting a first rendering intent includes means for selecting a composite rendering intent.
  - 38. The apparatus of claim 35, wherein the means for selecting a second rendering intent includes means for selecting a composite rendering intent.
    - 39. The apparatus of claim 34, further comprising:

means for selecting a first rendering intent when a color gamut of the printing press is substantially contained within a color gamut of the proofing printer; and

means for selecting a second rendering intent otherwise.

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40. The apparatus of claim 39, wherein:

the means for selecting a first rendering intent includes means for selecting a perceptual rendering intent; and

the means for selecting a second rendering intent includes means for selecting a colorimetric rendering intent.

41. The apparatus of claim 39, wherein the means for selecting a colorimetric rendering intent includes means for selecting a composite rendering intent.

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42. The apparatus of claim 39, wherein the means for selecting a perceptual rendering intent includes means for selecting a composite rendering intent.

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43. A computer program product, tangibly embodied on a computerreadable medium, for automatically selecting a rendering intent, the product comprising instructions operable to cause a processor to:

identify a device color profile associated with a device; and automatically select a rendering intent based on the transform defined by the device color profile.

44. The computer program product of claim 43, wherein the device is a device to be emulated.

- 45. The computer program product of claim 44, wherein the device is a printing press.
- 46. The computer program product of claim 45, further comprising instructions to:

receive a selection indicative of the device color profile.

47. The computer program product of claim 44, further comprising instructions to:

determine a minimum luminance the printing press can produce; and select one of a plurality of rendering intents based on a comparison of the minimum luminance to one or more predefined thresholds.

48. The computer program product of claim 47, wherein the computer readable program code means for causing a computer to select comprises instructions to:

select a first rendering intent when the minimum luminance exceeds a predefined threshold; and

select a second rendering intent otherwise.

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49. The computer program product of claim 48, wherein:

the instructions to select a first rendering intent include instructions to select a perceptual rendering intent; and

the instructions to select a second rendering intent include instructions to select a colorimetric rendering intent.

50. The computer program product of claim 49, further comprising instructions to:

receive input data from a graphic arts application;

generate output data using the input data and a selected rendering intent; and

send the output data to the proofing printer.

- 5 51. The computer program product of claim 48, wherein the instructions to select a colorimetric rendering intent include instructions to select a composite rendering intent.
- 52. The computer program product of claim 48, wherein the instructions to select a perceptual rendering intent include instructions to select a composite rendering intent.
  - 53. The computer program product of claim 44, further comprising instructions to:

identify an emulation device color profile associated with an emulation device;

wherein the instructions to select step further comprise instructions to select a rendering intent based on the emulation device color profile.

- 20 54. The computer program product of claim 53, wherein the device is a device to be emulated and the emulation device is a device to generate the output of the emulation.
- 55. The computer program product of claim 54, wherein the device is a printing press and the emulation device is a proofing printer, the computer program product further comprising instructions to:

receive a selection indicative of the printing press color profile; and receive a selection indicative of the proofing printer color profile.

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56. The computer program product of claim 55, further comprising instructions to:

select a first rendering intent when the difference between a minimum luminance the printing press can produce and a minimum luminance the proofing printer can produce exceeds a predefined value; and select a second rendering intent otherwise.

57. The computer program product of claim 56, wherein: the instructions to select a first rendering intent include instructions to select a perceptual rendering intent; and

the instructions to select a second rendering intent include instructions to select a colorimetric rendering intent.

- 58. The computer program product of claim 56, wherein the instructions to select a second rendering intent include instructions to select a composite rendering intent.
  - 59. The computer program product of claim 56, wherein the instructions to select a second rendering intent include instructions to select a composite rendering intent.
    - 60. The computer program product of claim 55, further comprising instructions to:

select a colorimetric rendering intent when a color gamut of the printing
press is substantially contained within a color gamut of the proofing printer; and
select a perceptual rendering intent otherwise.

61. The computer program product of claim 60, wherein:
the instructions to select a first rendering intent include instructions to
select a perceptual rendering intent; and

the instructions to select a second rendering intent include instructions to select a colorimetric rendering intent.

- 62. The computer program product of claim 60, wherein the
- instructions to select a colorimetric rendering intent include instructions to select a composite rendering intent.
  - 63. The computer program product of claim 60, wherein the instructions to select a perceptual rendering intent include instructions to select a composite rendering intent.